



September 22, 2020

Meeting Notes: Why Sites Matter

Summary of Key Points

WHY DO SITES MATTER?

RELATIONSHIPS

The patient experience is critical to the success of studies; paramount that industry focus on the patient's journey. All stakeholder collaboration is imperative to provide a variety of perspectives. Sites are critical in the enrollment and recruitment process and want to ensure the patient has a wonderful experience. The site brings the trial to life and represents all stakeholders to the patient or volunteer. Sites rely on sponsors/CROs/providers for successful studies. Sites are the experts in engagement and building relationships with patients and their communities. Sites are an extension of the patient.

TRUST

Trust is the cornerstone of the site/patient relationship. Sites are important because healthcare systems vary by country, and patients trust the sites/providers. The site and the patient will always be connected. Trust is impactful as the patient's perception is informed by experience at the site.

WHAT CAN RESEARCH LEARN?

TECHNOLOGY

Even in the digital age sites play a critical role at the human interaction level. There's the fundamental issue of technology being pushed on sites with no overarching plan. Technology should not be imposed on the sites; sites will begin investing in technologies that they will be utilizing and sponsors will need to agree to use for their studies. Sites shouldn't have to adhere to mandates. Enable flexibility with use of tools; allow sites to identify tools. Standardization is important; enable flexibility with use of tools; allow sites to identify tools. Sites can also have a voice in directing their future to help guide industry. Sites are receiving a tremendous amount of support from the sponsors and are changing requirements to accommodate sites.

HOW DO SITES SHARE THE MESSAGE?

- Through SCRS!
- Position sites as key stakeholders
- Patients/sites are consumers; develop the program with patient in mind
- Communication with sponsors/CROs – imperative to have all stakeholders involved
- Surveys
- Focus groups/SAGs
- Ambassadors are critical – everyone needs to be one!



Sites NOW Survey | Why Sites Matter Summary of Key Points

What SCRS Members Said:

SCRS surveyed member organizations about "Why Sites Matter" ahead of the first Sites NOW meet-up.

Here are some of the findings:

When asked what "level of importance do the site activities below have on clinical trials," the most "extremely important" activities were, with the percentage of responses based on their ranking:

- Access to targeted subject populations - 85%
- Recruiting and retaining subjects - 89%

The "Very important" activities were:

- Promoting Clinical Trial Awareness - 48%
- Providing feedback on Study design - 39%

When asked, "Which of the following factors, if improved, would have the greatest impact on site success?"

- "Finding Study Opportunities was the most selected answer, with 29%
- Second was "Recruiting and retaining subjects" with 25%
- Study budgets was third most important to improve with 14%